

City of Miami Beach - City Commission Workshop

1st Floor Conference Room, City Hall

1700 Convention Center Drive

January 29, 2001

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Mayor Neisen O. Kasdin
Vice-Mayor Simon Cruz
Commissioner Matti Herrera Bower
Commissioner David Dermer
Commissioner Luis R. Garcia, Jr.
Commissioner Nancy Liebman
Commissioner Jose Smith

City Manager Jorge M. Gonzalez
City Attorney Murray H. Dubbin
City Clerk Robert E. Parcher

AFTER ACTION

Call to Order - 2:18 p.m.

Mayor Kasdin - present
Vice-Mayor Cruz - present
Commissioner Bower - present
Commissioner Dermer - present
Commissioner Garcia - present
Commissioner Liebman - present
Commissioner Smith - absent

CITY COMMISSION WORKSHOP

Discuss the Administration's Business Plan and Strategic Priorities

Jorge Gonzalez, City Manager, stated the documents and presentation identify the Administration's 5-year vision, strategies, opportunities, and priorities and establish a work plan for the coming year and the next few years.

A Powerpoint presentation was given by the City Manager.

After the presentation Mayor Kasdin asked the Administration what it would like to get out of this meeting. Jorge Gonzalez responded that the information in his presentation, if the City Commission agrees, is the direction the Administration will take and will become the performance objective component of his employment contract. In addition, it will become the basis for the performance agreement between the City Manager and each department director. The comments from this meeting will be summarized and a report placed on the February City Commission Agenda.

Mayor Kasdin stated that the Administration did a good job in synthesizing the collective vision of what needs to be done.

Commissioner Dermer stated that he thinks that the presentation is an excellent synthesization of the big issues and stated that the proposed structure of the organizations reflects the tasks which need to be accomplished. He complimented the Administration for making the link between entertainment, art, and tourism and its significance to the economy both now and in the future. He stated that there are two additional issues which need to be addressed: 1) The environmental issues such as the beaches. The sand reserve has been tapped out and erosion control measures are needed; and 2) The ongoing maintenance of the City's infrastructure.

Jorge Gonzalez stated that the outline contains tasks which are predominately under the direct control of the Administration. Beach renourishment has County and Federal implications which are outside of the control of the Administration. He stated that the beaches are a top priority of this Administration. It will be a legislative priority. In terms of the ongoing maintenance, this will be addressed in the new budgeting process.

Commissioner Garcia stated that he was glad to see the focus on the organization. The three comments he made were: 1) He believes that public safety should include Police, Fire, and Beach Patrol; 2) The budget director should be a separate position than the finance director; and 3) The number of assistant city managers, which includes the assistants to the city manager, should be reduced.

Jorge Gonzalez stated that he also wants a budget director and is interested in putting a different organizational structure in place which may have a chief financial officer overseeing a budget director, controller, and chief information officer. The internal auditor will not be overseen by the chief financial officer. The organization of the public safety area is still under consideration. In terms of the assistant city managers it is important not to overgrow the organization, however, it is important to balance the work load to meet the demand. He stated that the organization will be changing.

Commissioner Garcia complemented the Administration and stated that empowering the supervisors is very good.

Commissioner Bower thanked the Manager for including historic preservation into the 5-year vision. She expressed concern that the Planning Department is a part of the Neighborhood Services, Parks and

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Planning structure and requested that the emphasis remains on Historic Preservation. There should be strong wording in the document about Planning and Historic Preservation.

Commissioner Bower also stated that the strategic plan specifically mentions South Beach and North Beach but does not mention any plans for Middle Beach. Middle Beach needs to be mentioned in the written materials. She stated that it only creates problems by referring to the Beach as North, Middle, and South Beach. All areas are equally important. The document should be amended to remove the references to North and South Beach.

Jorge Gonzalez, stated that there will be no changes to the Planning and Historic Preservation area although they may organizationally fall under a different structure.

Mayor Kasdin agreed with Commissioner Bower and stated that we really need to get away from using North, Middle, and South Beach projects and define activities by neighborhoods.

Commissioner Liebman complimented the Administration's efforts and applauded the Administration for recognizing that economic development comes from tourism and the arts. She stated that the priorities are: 1) Management and maintenance of the infrastructure; 2) Make sure that the City has competitive salaries particularly in the Property Management Department; and 3) Assumes that working with the unions means adjusting salaries and making sure that there is a competitive workforce.

Jorge Gonzalez stated that he wants to add language to the labor contracts which allows for salary adjustments mid-contract.

Commissioner Liebman also talked about Business Improvement Districts or BIDS.

Commissioner Liebman asked for clarification regarding the elements of the South Beach Strategic Plan. Christina Cuervo, Assistant City Manager stated that there are six areas of concentration; 1) Transportation; 2) Hotels and Convention Center; 3) BIDS or service delivery to the South Beach area as it relates to both residents and businesses.; 4) Land use, public property, and housing market; 5) Parking issues; and 6) Cultural facilities.

Commissioner Liebman stated that there needs to be balance between residential and commercial needs.

Vice-Mayor Cruz stated that organizational issues are the responsibility of City Manager. He stated that the public improvement programs are the focal point of this Administration and that the work needs to get done on-time and within budget. He stated that the City needs to be clean and safe. The recommendations of the Business Resolution Task Force need to be implemented to make it easier to transact business with the City. He stated that he does not want to raise taxes and believes the Commission's goal is to continue to reduce the millage rate. Vice-Mayor Cruz stated that the price of

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the City's development should not come at such a cost that residents need to leave the City because they can't afford to leave here.

Mayor Kasdin stated that some of the goals are not quantifiable. He requested that the goals for the Business Resolution Task Force be specific and quantifiable.

City Clerk's notes: The Commission Workshop was advertised in the Miami Herald Neighbors Section on Sunday, January 28, 2001 - page 24. The purpose of this workshop meeting is to discuss the Administrations Business Plan and Strategic Priorities.

HANDOUTS:

1. Interoffice Memorandum from Jorge M. Gonzalez, City Manager, to Mayor Neisen O. Kasdin and members of the City Commission, dated January 26, 2001, RE: Commission Workshop on January 29, 2001
2. Copy of Powerpoint slide presentation titled: 2000 - 2001 Identified Priorities City of Miami Beach City Commission, Jorge M. Gonzalez, City Manager, January 29, 2001.

End of Agenda

The Commission Workshop was adjourned at 3:27 p.m.